

Sponsorship Program

Partnering with the Michigan Section of the American Water Works Association as an annual sponsor isn't just a marketing opportunity. It's a chance to make a **meaningful** impact in the water industry. Our sponsorship levels offer a variety of visibility benefits, from complimentary registrations and **high-profile logo placement** to recognition at major events like the MI-ACE Conference, U.P. conferences, and Michigan Field Days. Whether you're looking to showcase your brand, connect with water professionals across the state, or support workforce development initiatives, our sponsorship packages are designed to **meet your goals**.

The included chart highlights the tangible value offered at each sponsorship tier. As a sponsor, you'll gain access to **targeted audiences**, build stronger relationships within the water sector, and demonstrate your commitment to public health and sustainable water infrastructure. With benefits ranging from hands-on exposure at events to year-round recognition across our communications platforms, there's no better way to support Michigan's water future while **elevating your brand**.

Great Lakes Sponsor - \$10,500

MICHIGAN SECTION ANNUAL CONFERENCE & EXHIBITS (MI-ACE)

- 5 Complimentary registration and/or a booth space
- Complimentary ticket to Fuller Lunch
- Complimentary ticket to Social Event
- Ad in pocket guide
- Ad in conference app
- Golf hole sign
- Complimentary golf registration
- Recognition during opening session and social event
- Provide 30-sec promo video or "mic" time
- Logo item to attendees (must provide item)
- Early access to following year booth selection
- Web Banner (30 days leading to conference)
- Introduce session speaker
- Logo in conference promo material
- Link from website
- 30-min on demand session
- Logo in walk on reel
- Website recognition
- Logo on onsite signage
- Recognition in WWN
- Pre and post-event attendee List

SOCIAL MEDIA

- Mention on LinkedIn and Instagram

WEBSITE

- Side Bar Ad
- Spotlight Logo on website as partner

EDUCATION EVENTS:

MI Field Day
UP Fall and Spring
Water Conference

- Complimentary registration
- Logo in promo materials
- Recognition during opening remarks
- Logo on onsite signage
- Logo in walk on reel
- Pre and post-event attendee List
- Complimentary information table

YOUNG PROFESSIONAL & YOUTH ED EVENTS

- Logo in promo materials
- Logo on onsite signage

MEMBERSHIP

- Logo in new member welcome emails/letters
- Logo in promo materials prior to member networking events

PUBLICATIONS

- Spotlight in Water Works News
- Banner ad in Water Works Update e-newsletter
- Logo in Water Works News as partner
- Recognition in Water Works Update e-newsletter

Lake Michigan Sponsor - \$7,500

MICHIGAN SECTION ANNUAL CONFERENCE & EXHIBITS (MI-ACE)

3 Complimentary registration and/or a booth space
Early access to following year booth selection
Web Banner (30 days leading to conference)
Introduce session speaker
Logo in conference promo material
Link from website
30-min on demand session
Logo in walk on reel
Website recognition
Logo on onsite signage
Recognition in WWN
Pre and post-event attendee List

PUBLICATIONS

Banner ad in Water Works Update e-newsletter
Logo in Water Works News as partner
Recognition in Water Works Update e-newsletter

WEBSITE

Spotlight Logo on website as partner

EDUCATION EVENTS:

MI Field Day
UP Fall and Spring
Water Conference

Complimentary registration
Recognition during opening remarks
Logo on onsite signage
Logo in walk on reel
Pre and post-event attendee List
Complimentary information table

YOUNG PROFESSIONAL & YOUTH ED EVENTS

Logo on onsite signage

MEMBERSHIP

Logo in promo materials prior to
member networking events

SOCIAL MEDIA

Mention on LinkedIn and Instagram

Lake Superior Sponsor - \$5,000

MICHIGAN SECTION ANNUAL CONFERENCE & EXHIBITS (MI-ACE)

2 Complimentary registration and/or a booth space
Link from website
30-min on demand session
Logo in walk on reel
Website recognition
Logo on onsite signage
Recognition in WWN
Pre and post-event attendee List

PUBLICATIONS

Logo in Water Works News as partner
Recognition in Water Works Update e-newsletter

EDUCATION EVENTS:

MI Field Day

Complimentary registration
Recognition during opening remarks
Logo on onsite signage
Logo in walk on reel
Pre and post-event attendee List
Complimentary information table

SOCIAL MEDIA

Mention on LinkedIn and Instagram

WEBSITE

Spotlight Logo on website as partner

Lake Huron Sponsor - \$3,000

MICHIGAN SECTION ANNUAL CONFERENCE & EXHIBITS (MI-ACE)

1 Complimentary registration and/or a booth space
Logo in walk on reel
Website recognition
Logo on onsite signage
Recognition in WWN
Pre and post-event attendee List

PUBLICATIONS

Logo in Water Works News as partner
Recognition in Water Works Update e-newsletter

EDUCATION EVENTS:

MI Field Day

Complimentary registration
Recognition during opening remarks
Logo on onsite signage
Logo in walk on reel
Pre and post-event attendee List
Complimentary information table

SOCIAL MEDIA

Mention on LinkedIn and Instagram

WEBSITE

Spotlight Logo on website as partner

Event registrations are transferrable

Customizations may affect benefit features and price

Sponsorship packages are active for one year, from July 1 through June 30. Payment is due no later than July 30 for the sponsorship year. Sponsor will provide the Section with logo and other art as applicable. For more information or to purchase a package, visit www.mi-water.org or reach out to staff at info@mi-water.org